Docket No. 102045

ABSTRACT OF THE DISCLOSURE

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An electronic commerce system includes a host with two-way communication to a plurality of distributors. Each of these distributors offers an addressable inventory of merchandise that consists of discrete
10   items. The host sorts the discrete items according to a class designation such that members of a same class are assigned a unique tag. A store builder may electronically request at least one of the unique tags. The host then creates a customized store with a unique
15   name, look and feel, and product selection for the store builder. This store provides a consumer with access, via said distributor, to items assigned that unique tag.

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